



2011 Official Arizona Visitor Marketing

Brought to you by Arizona Office of Tourism and Madden Media



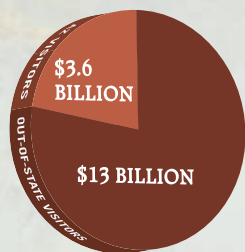
POWERFUL INTEGRATION

Trip planning continues to evolve, and so does AOT's approach to influencing and converting Arizona visitors. Leverage the power of print with the growing popularity of online and watch your results soar.



MADDEN MEDIA IS ARIZONA OFFICE OF TOURISM'S OFFICIAL PUBLISHING PARTNER

POWERFUL INTEGRATION



➔ **2009 Direct
Tourism Spending**
\$16.6 BILLION TOTAL

Source: Research Roundup:
Arizona Tourism in 2009,
Arizona Office of Tourism.


35.3 million
ARIZONA VISITORS IN 2009

The AZ Visitor Market: Millions of Travelers, Billions of Dollars

- Tourism is Arizona's #1 export industry
- \$76,000 average HHI
- 3.5 nights average stay; 68% stay in paid accommodations
- 4.8 million international travelers visited Arizona in 2009

#1 MAGAZINE FORMAT BENEFITS
Most credible medium
Driver of purchase intent
Web search driver

Sources: Magazine Publishers of America, Temple University School of Tourism & International eCommerce.

Travelers Rely on Print

A market research firm conducted a series of focus groups on the 2010 Official Visitor's Guide and uncovered the following important trends:

- ➔ Travel prospects believe a printed travel guide is **critical**. They use it to plan their trip and as a resource once in Arizona.
- ➔ Readers found advertisements within the guide to be **helpful** and in many cases, used the ads when choosing specific activities for their trip.
- ➔ When searching for things to do in Arizona, people were **just as likely** to become interested based on an ad as a regular picture.
- ➔ Travelers who use printed guides are extensive Internet users but do not rely on the Web alone for info. Instead, they view the two resources as **complementary** and as fulfilling different needs.
- ➔ Participants of all ages from 25-64 expect to continue using printed guides.

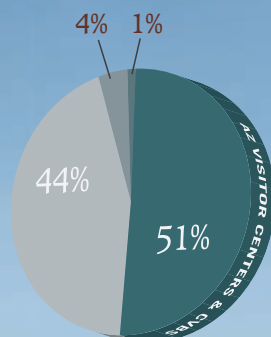
Source: Strategic Marketing & Research, Inc. Official Visitor's Guide Qualitative Testing Summary Report, April 2010.



2011 Official State Visitors Guide

CIRCULATION: 450,000 • UNLIMITED DIGITAL CIRCULATION

AOT's official inquiry fulfillment pieces sent to travelers planning Arizona vacations and widely available upon arrival.



■ **51%** AZ visitor centers/CVBs

■ **44%** Direct mailings to consumers by request

■ **4%** Travel shows, direct mailing & international distribution

■ **1%** Events & sponsorships


ARIZONA
GRAND CANYON STATE

madden media
connecting people to places



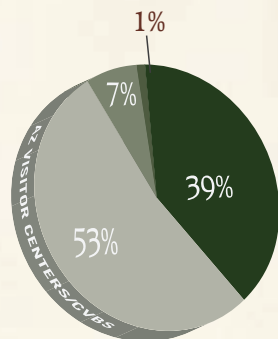
Digital Edition

Reach even more travelers with a fully interactive online version of the 2011 Official State Visitor's Guide. **Online requests for guides increased over the last year**, recent research shows the power of print and online integration has never been stronger.

Presence on ArizonaGuide.com offers you even more visibility and an online audience already interested in traveling to the state.

2011 Arizona Official State Map

CIRCULATION: 500,000

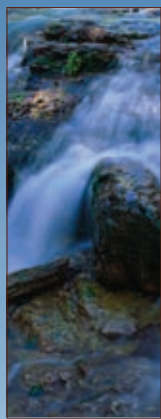


■ 53% AZ visitor centers/CVBs

■ 39% Direct mailings to consumers by request

■ 7% Travel shows, direct mailing & international distribution

■ 1% Events & sponsorships



The latest research is employed to give readers the engagement they want in print complemented with online info.



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EFFECTIVE EMAIL OUTREACH

AOT's monthly eNewsletters are sent to 300,000 travelers who have opted to receive frequent Arizona travel information—reach these loyal prospects and keep yourself top-of-mind with frequency of message.

Outstanding Results

The current eNewsletter format that began in January 2010 is highly specialized and created based on feedback from focus groups. Since its unveiling, the click-to-open ratio has increased 7.5% to over 42%.

With an average click-through rate of **5.7%**, AOT's eNewsletters continue to beat the industry average of 4.9% and an average open rate of **15.5%** strongly outpaces the travel industry average of only 13%.

Source: Marketing Sherpa EMail Marketing Benchmark Guide 2009; Epsilon Q4 Email Trends & Benchmarks

300,000 +/- eNewsletters sent per month

15.49% average open rate

5.66% average click through rate

Packages & Deals



Feature Sponsor

Related Content

Related Content

	Theme	Related Content	Related Content	SPECIALTY
JULY 10	Colorado River in Arizona	Riverside Attractions Along AZ West Coast	Motorized Water Sports Along the Colorado	
AUG 10	Agri-Tourism	Farm Fun & Tours	Dude Ranch Vacations & Cattle Drives	
SEPT 10	Activities on Native Lands	Trading Posts on Native Lands	Powwow Roundup	
OCT 10	Birding in Arizona	Watchable Wildlife	Nature Conservancy Sites	GOLF
NOV 10	Adrenaline Junkies	Great Drives for Motorcycle Rides	Up In The Air	
DEC 10	Musical Arizona	Hot Spots for Live Music & Dancing	Musical Instrument Museum	PREVIEW AZ CENTENNIAL
JAN 11	Arizona's Wild West	Cowboy Bars	100 Years in the Wild West	
FEB 11	Up-Scale and Out of the Way	Small-Town Romantic Getaways	Fine Dining in Small Towns	CACTUS LEAGUE
MAR 11	Arizona Wine	A Wine Country Preview	Profile of People Behind AZ Wineries	
APR 11	Architects and Architecture	AZ's Architectural Icons	Mary Colter's Legacy in AZ	GOLF DEALS
MAY 11	Starry, Starry Nights	Night Tours	Stargazing on a Budget	
JUN 11	Weddings in Arizona	Adventure Weddings	Regional Wedding Gifts	SUMMER DEALS

	Net Rate per Month	Cost per Thousand
Feature Sponsor	\$2,500	\$8.34
Related Content	\$1,000	\$3.34
Deals & Packages	\$500	\$1.67

Call your Account Executive for rates on specialty eNewsletters

SPACE IS LIMITED
SO DON'T DELAY

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